

Residential Lending Corporation



Residential Lending Corporation is a mortgage lender with a difference – a 100% commitment to its customers. Based in Calverton, Maryland, Residential Lending specializes solely in residential loans with the choice of a wide array of loan options, superior service, and a highly experienced staff.

As a mortgage broker, Residential Lending uses telemarketing activities to identify new customers by calling multiple states to find homeowners who are interested in purchasing or refinancing their homes. The group was looking for a solution to help improve its marketing efforts and to automate its dialing strategies. Winston Sterling, Call Center Director, says, “We were not hitting our target audience as often as we should. We were dialing manually, which was not an efficient use of the company’s time and money. The primary goal for the new system was to raise our leads per hour.”

Residential Lending selected the *Noble Solution* from Noble Systems as its new technology platform. “We researched other systems, but Noble Systems offered more by having a staff available 24 hours a day to answer any questions we had,” states Sterling. “I also like the fact that our sales rep continues to check in constantly to see how the system is working, with great follow-up even after the sale.”

With Noble, Residential Lending has a suite of tools to manage its telemarketing programs. The *Noble Fortress* platform supports outbound dialing and blended inbound calls with the *Noble PDS (Predictive Dialing Solution)* and *Noble ACD*, plus integration to the company’s existing Panasonic PBX. When the group’s lead generators contact a potential lead, they conduct a presentation and then pass the lead to loan officers for follow-up.

Residential Lending uses *Noble DRS (Digital Recording System)* to record calls. These recordings can be reviewed for quality control and training purposes, as well as to review prospect conversations.

The platform includes *Noble DCR™ (Dynamic Center Reporter)* for reporting and system management, which allows Residential Lending to monitor and control its agents and campaigns. Sterling explains, “I love the DCR because it allows me to have up-to-the-minute statistics. I can also watch what my agents are doing on a daily basis.” With silent, coach, and barge monitoring modes, managers can listen to agent conversations and even see their screens. Remote monitoring features allow managers to dial-in and access campaigns from outside of the office.

Summary:

Residential Lending Corporation offers its customers a difference – a mortgage lending broker that goes the extra step to make the loan happen. With the *Noble Solution*, Residential Lending has a contact center technology partner in Noble Systems that is committed to its success, helping the company reach more homeowners, improve lead generation, and reduce costs.

Industry | Mortgages

Applications | Telemarketing & Lead Generation

Solutions | Outbound Predictive Dialing, Inbound Blending, Custom Agent Scripting, IVR, Call Recording, Real-time Reporting, Local & Remote Agent Monitoring, Integration to Panasonic PBX, Call Transfers

Seats | 33

Residential Lending worked with Noble Systems' *Professional Services Team* to work plan and manage the implementation process. System training followed the installation with both on-site and classroom workshops with hands-on training. "The training and implementation process was great. Our trainer was very patient and answered all of our questions. The training was a key reason why we are able to use the product so efficiently," observes Sterling.

The *Noble Solution* is helping Residential Lending Corporation meet its contact center objectives to improve performance and increase efficiency. Sterling concludes by saying, "Noble allows me to reach hundreds of people a day. We wanted to produce more leads per hour, and we are accomplishing that goal. The productivity of our staff has grown, so that we are able to get more leads and actually use fewer resources. This is definitely a benefit to the company, and we are saving money on staffing while still achieving better results."

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Winston Sterling
Call Center Director

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 4,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble® solutions include advanced ACD and predictive dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Call 1.888.8NOBLE8 or visit Noble Systems online at www.noblesys.com.

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